

automatically determine at predetermined times whether to replace said content.

(Please amend claim 21 as follows: 7

Sub c3/ 21. (Amended) A system comprising:

A3 a receiver that receives the transmission of content, said receiver including a shell to enable the use of content to be interrupted and temporarily replaced with advertising; and storage coupled to said receiver storing instructions that enable said receiver to access a predetermined rating assigned to said content and compare said rating for the content to a rating specified by an advertiser.

REMARKS

Claims 7 and 17 were indicated to be allowable. Therefore, claim 7 and 17 have been placed in independent form without the preceding dependent claims which are not believed to contribute to the patentability of claim 7 and 17. Similarly, independent claim 21 has been amended to include the subject matter of claims 7 and 17 and therefore should be allowable.

In view of these remarks, the application is now in condition for allowance and the Examiner's prompt action in accordance therewith is respectfully requested.

Respectfully submitted,

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APPENDIX

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In the Claims:

Please amend claim 7 as follows:

7. (Amended) The [A] method comprising:
allowing the use of a content on a content receiver;
automatically interrupting the use of content;
enabling the receiver to temporarily replace the
content with advertising; [of claim 6 including]
accessing a predetermined rating assigned to said
content; and
comparing said rating for the content to a rating
specified by an advertiser.

Please cancel claims 2-6.

Please amend claims 8-10 as follows:

8. (Amended) The method of claim 7 [1] including enabling
a variety of content to be selected for play at any time.
9. (Amended) The method of claim 7 [1] including
automatically replacing the content with advertising after
allowing content to be used for a predetermined amount of time.
10. (Amended) The method of claim 7 [1] including
automatically determining at predetermined times whether to
replace the content.

Please cancel claims 11-16.

Please amend claim 17 as follows:

17. (Amended) An article comprising a medium for [The
article of claim 16 further] storing instructions that enable a
processor-based system to:
allow the use of content on the system;

automatically interrupt the use of content;
enable the system to temporarily replace the content
with advertising;

access a predetermined rating assigned to said content; and

compare said rating for the content to a rating specified by an advertiser.

Please amend claims 18-20 as follows:

18. (Amended) The article of claim 17 [11] further storing instructions that enable a processor-based system to enable a variety of content to be selected for play at any time.

19. (Amended) The article of claim 17 [11] further storing instructions that enable a processor-based system to automatically replace content with advertising after allowing content to be used for a predetermined amount of time.

20. (Amended) The article of claim 17 [11] further storing instructions that enable the processor-based system to automatically determine at predetermined times whether to replace said content.

Please amend claim 21 as follows:

21. (Amended) A system comprising:

a receiver that receives the transmission of content, said receiver including a shell to enable the use of content to be interrupted and temporarily replaced with advertising; and

storage coupled to said receiver storing instructions that enable said receiver to access a predetermined rating assigned to said content and compare said rating for the content to a rating specified by an advertiser. [determine a characteristic of the content and select advertising to replace content based on the characteristic.]